AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Cancelled)

2. (Cancelled)

3. (Cancelled)

4. (Cancelled)

5. (Cancelled)

6. (Cancelled)

7. (Cancelled)

8. (Cancelled)

9. (Cancelled)

10. (Cancelled)

11. (Cancelled)

12.   (Cancelled)

13.   (Cancelled)

14.   (Previously Presented)   A method for dynamically providing information to a user via a visual display associated with a user computer, the method comprising the following steps:

assigning the user a user identification code;

assigning an application code to at least a first website and a second website to be viewed by said user;

recording the user's activity associated with said first and second websites by monitoring said user identification code and said application code;

determining the user's viewing preference associated with said first website based on the user's activity associated with said first website;

determining the user's viewing preference associated with said second website based on the user's activity associated with said second website;

dynamically adjusting the user's display in accordance with the user's preference associated with the website being viewed by the user;

generating a session identifier for tracking application activities, the session identifier including the application code associated with the website and an application name field indicating the textual name associated with the website; and

transmitting messages to be displayed the user, and wherein the session identifier further includes an application message interval field indicating a period of time between messages sent from a message queue to the application, a welcome wait interval which indicates an amount of time to wait before requesting a next display message from the message queue, and a query time interval which indicates a period of time between application queries for additional information.

15.   (Cancelled)

16.   (Cancelled)

17.   (Cancelled)

18.   (Cancelled)

19.   (Cancelled)

20.   (Cancelled)

21.   (Cancelled)

22.   (Cancelled)

23.   (Cancelled)

24.   (Cancelled)

25.   (Cancelled)

26.   (Cancelled)

27.   (Cancelled)

28.   (Cancelled)

29.   (Cancelled)

30.   (Cancelled)

31.   (Currently Amended) ~~The method of claim 30,~~ A method for dynamically providing information to a user via a visual display associated with a user computer, the method comprising the following steps:

assigning the user a user identification code;

assigning an application code to at least a first website and a second website to be viewed by said user;

recording the user's activity associated with said first and second websites by monitoring said user identification code and said application code;

determining the user's viewing preference associated with said first website based on the user's activity associated with said first website;

determining the user's viewing preference associated with said second website based on the user's activity associated with said second website;

dynamically adjusting the user's display in accordance with the user's preference associated with the website being viewed by the user; and

generating a message queue record indicating a list of messages to be displayed to the user, the message queue record including the user identification code or a similar unique identifier associated with the user, a behavior type field indicating a user behavior for which messages in the queue will be transmitted to the user, a message number field indicating a sequential number assigned to each message, a messages field which indicates the list of messages to be transmitted to the user, and a URL field indicating a web address to be transmitted to the user,

wherein the message queue record further includes a mode indication indicating whether the message will be displayed as a popup window or whether the application associated with the message will be pulsed when the message is transmitted to the user.

32.   (Currently Amended) ~~The method of claim 30, further comprising the following steps:~~

A method for dynamically providing information to a user via a visual display associated with a user computer, the method comprising the following steps:

assigning the user a user identification code;

assigning an application code to at least a first website and a second website to be viewed by said user;

recording the user's activity associated with said first and second websites by monitoring said user identification code and said application code;

determining the user's viewing preference associated with said first website based on the user's activity associated with said first website;

determining the user's viewing preference associated with said second website based on the user's activity associated with said second website;

dynamically adjusting the user's display in accordance with the user's preference associated with the website being viewed by the user;

generating a message queue record indicating a list of messages to be displayed to the user, the message queue record including the user identification code or a similar unique identifier associated with the user, a behavior type field indicating a user behavior for which messages in the queue will be transmitted to the user, a message number field indicating a sequential number assigned to each message, a messages field which indicates the list of messages to be transmitted to the user, and a URL field indicating a web address to be transmitted to the user; and

requesting a message to be displayed to the user in accordance with a welcome wait interval which indicates an amount of time to wait before requesting a next display message from the message queue; and

selecting a message to be displayed to the user in accordance with the identification of the user and the user's behavior type.

33. (Original) The method of claim 32, further comprising the step of transmitting the selected message to the user in accordance with an application message interval and displaying the selected message in accordance with the user's display preferences.

34.　　(Cancelled)

35.　　(Cancelled)

36.   (Cancelled)

37.   (Cancelled)

38.   (Cancelled)

39.   (Cancelled)

40.   (Cancelled)

41.   (Cancelled)

42.   (Cancelled)

43.   (Cancelled)

44.   (Cancelled)

45.   (Cancelled)

46.   (Cancelled)

47.   (Previously Presented) A method for dynamically providing information to a user via a visual display associated with a user computer, the method comprising the following steps:

assigning the user a user identification code;

assigning an application code to at least a first website and a second website to be viewed by said user;

recording the user's activity associated with said first and second websites by monitoring said user identification code and said application code;

determining the user's viewing preference associated with said first website based on the user's activity associated with said first website;

determining the user's viewing preference associated with said second website based on the user's activity associated with said second website;

dynamically adjusting the user's display in accordance with the user's preference associated with the website being viewed by the user further comprising the steps of performing at least one data count based on the user's prior usage history, and weighting the at least one data count to adjust the relevance of the at lease one data count to produce a running total score for at least one website viewed by the user; and

determining the user's behavior by selecting the website with the highest running total score.

48. (Previously Presented) The method of claim 47, further comprising the step of determining the user's behavior by selecting the website with the second highest running total score in the event that the user does not have a client application corresponding to the website with the highest running total score.

49.   (Cancelled)

50.   (Cancelled)

51.   (Cancelled)

52.   (Cancelled)

53.   (Cancelled)

54.   (Cancelled)

55.   (Cancelled)

56.   (Cancelled)

57.   (Cancelled)

58.   (Cancelled)

59.   (Cancelled)